

Message Text

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SUBJECT: AXEL SPRINGER ADDRESSES AMERICAN EXECUTIVES
ON BERLIN VISIT, APRIL 5

1. SUMMARY: GROUP FORTY BOARD CHAIRMEN AND SENIOR VICE PRESIDENTS OF MAJOR U.S. CORPORATIONS ON BRIEF VISIT BERLIN APRIL 5 WERE WELCOMED BY MAYOR OXFORD AND ADDRESSED BY AXEL SPRINGER, WEST BERLIN'S POWERFUL PUBLISHER. IN HIGHLY POLITICAL SPEECH, SPRINGER URGED REUNIFICATION OF GERMANY, WATCHFULNESS ON QUOTE DETENTE UNQUOTE CONTINUED SUPPORT FOR ISRAEL AND RETURN TO FREE MARKET ECONOMY OF OLD ERHARD TYPE. SPRINGER TOLD GROUP HE JOINED U.S. DEFENSE MINISTER ROY MASON IN PLEA TO DDR TO QUOTE TEAR DOWN THE WALL UNQUOTE. END SUMMARY.

2. FORTY LEADING AMERICAN CORPORATE EXECUTIVES VISITED BERLIN BRIEFLY APRIL 5 UNDER AUSPICES OF NATIONAL ALLIANCE OF BUSINESSMEN AND THE BREMER TABAK-KOLLEGIUM, BLUE-RIBBON NORTH GERMAN BUSINESS GROUP. VISIT ARRANGED BY FORMER PANAM PILOT CAPTAIN JACK BENNETT OF ROCKWELL INTERNATIONAL WORKING OUT OF BERLIN.

3. MEMBERS OF PARTY INCLUDED BOARD CHAIRMEN AND SENIOR
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VICE PRESIDENTS OF REYNOLDS INDUSTRIES, WESTINGHOUSE
ELECTRIC, ROCKWELL INTERNATIONAL, DART INDUSTRIES,
MONTGOMERY WARD, TEXAS GAS TRANSMISSION CORPORATION,
AMERICAN MARKETING ASSOCIATION, FLUOR CORPORATION, GULF
OIL CORPORATION, NATIONAL UNION ELECTRIC, AMERICAN
NATURAL GAS CORPORATION, AMERICAN CAN CORPORATION,
EL PASO CO., HEWLETT-PACKARD, CLARK EQUIPMENT CO.,
NATIONAL STEEL CORPORATION, B.F. GOODRICH, UNION
CARBIDE, AND OTHERS.

4. IN STAY LASTING ONLY FEW HOURS, GROUP WAS WELCOMED
BY BERLIN MAYOR HERMANN OXFORD AND TOURED EXECUTIVE
OFFICES OF SPRINGER PUBLISHING HOUSES, WHERE AXEL
SPRINGER GAVE POIGNANT ADDRESS MAKING MAIN POINTS
MENTIONED SUMMARY ABOVE EMPHASIZING THAT HE DISAGREED
WITH SECRETARY KISSINGER ON LIKELIHOOD LEFT-TREND
VICTORY IN EUROPE, BUT ADDING WOULD BE NECESSARY
WORK HARD TO AVERT IT. SPRINGER ANNOUNCED THAT HIS
CONTROVERSIAL PUBLICATION ENTITLED QUOTE CONTINENT
UNQUOTE WOULD SOON BE RELEASED IN ENGLISH. HE URGED
THE U.S. BUSINESS MEN TO CONTINUE INVESTING IN THE BERLIN
ECONOMY, POINTING TO OWN SUCCESS AS EXAMPLE.

5. COMMENT : WHILE SPRINGER TOOK STRONG PARTISAN
STANCE, HIS TOUGH SPEECH AND URGING THAT THE VISITORS
GIVE SERIOUS THOUGHT TO FUTURE INVESTMENT IN BERLIN
MADE OBVIOUS IMPRESSION ON VISITING AMERICAN EXECUTIVES. GEORGE

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